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INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. R. N. Thomson Date: September 20, 1974

From: J. E. Wickham

Subject: Comparison of Market Survey #15 Data of TITL vs. Philip Morris

The tar data generated on the 15th Market Survey show good agreement with data published in the Philip Morris CI Report dated March, 1974 (see Graph I). The nicotine data from TITL are lower than those from Philip Morris. This has been true in the past as they used the Griffith distillation procedure and Philip Morris uses the AutoAnalyzer procedure (see Graph II).

The samples for the 15th Market Survey were obtained by the Federal Trade Commission (FTC) in March, 1974 from retail stores. A comparison of the FTC, TITL, and Philip Morris data will be issued when the FTC data are available.

The overall average of 122 cigarette brands tested in this survey for tar and nicotine are as follows:

	Tar, mg/cigt.	Nicotine, mg/cigt.
TITL	17.0	1.11
Philip Morris	17.1	1.16
FTC	17.5	1.14

JEW:gmm

cc: Dr. H. R. Wakeham
Mr. F. E. Resnik
Dr. R. B. Seligman
Dr. W. Steele (TITL)

Attachments

JEW

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